Request for Proposal (RFP)

The Jefferson County Board of Commissioners is inviting all interested parties to submit a Price Proposal for comprehensive website design/redesign and content management services for the Jefferson County Government website. The proposal shall include all initial start-up and maintenance/renewal costs. The electronic version of the RFP may be obtained at www.jeffersoncountyga.gov. Hard copies may be obtained at the address below. Please include your company name, address, point of contact and phone number with your written request.

Proposals are to be sealed, marked with the offeror's name and address and labeled:
"WEBSITE REDESIGN" and delivered to:

Jefferson County Board of Commissioners
217 E. Broad Street
PO Box 658
Louisville, GA 30434

For consideration all proposals must be received not later than **12:00 P.M. on Wednesday, November 26, 2014.**

The Jefferson County Board of Commissioners reserves the right to reject any and all proposal, to waive any technicalities or irregularities, and to award the contract based on the highest and best interest of Jefferson County.

REQUEST FOR PRICE AND PERFORMANCE PROPOSAL SUBMISSION INSTRUCTIONS

ALL DOCUMENTS RECEIVED WILL BECOME A PART OF THE OFFICIAL CONTRACT FILE AND WILL BE SUBJECT TO DISCLOSURE.

A complete signed price proposal must include the documents listed below:

PROPOSAL FORMAT: Vendors are expected to examine the specifications, price schedule, and all instructions. Failure to do so will be at the vendor's risk. Each vendor shall furnish the information required by the solicitation. *The proposal, specifications, and price schedule must be signed by an officer of the company, who is legally authorized to enter into a contractual relationship in the name of the vendor.*

MANDATORY DOCUMENTS CHECKLIST: Vendor must complete, execute and include with the proposal the following Mandatory documents:

Cover Letter: A brief cover letter of introduction and interest.

Table of Contents

Business Information: State the full name and address of your organization and the branch office or other subordinate element that will perform the services described in this proposal. Include telephone number, point of contact and official signature of an authorized company representative. Indicate whether you operate as a single proprietorship, partnership, or corporation. Include the state(s) in which you are incorporated and/or licensed to operate.

Technical Specifications/Questionnaire

PRICE AND PERFORMANCE PROPOSAL: Please include your completed Price Proposal as one document in addition to any specific pricing as set forth in the questionnaire.

Brochures: in the number of copies specified, shall be enclosed as part of the Mandatory requirement for performance evaluation.

Warranty: The vendor shall provide warranty information which complies with requirements set forth in the technical specifications.

SUBMITTAL FORMAT: ALL bid copies must be submitted in a sealed envelope or container with the **OUTER MOST** Container stating the address, telephone number, and labeled **"WEBSITE REDESIGN"**

REQUEST FOR PRICE AND PERFORMANCE PROPOSAL OVERVIEW AND PROCEDURES

A. PURPOSE

The Jefferson County Board of Commissioners is soliciting Request for Price and Performance Proposal for **"WEBSITE REDESIGN"** in accordance with the attached specifications from responsible vendors.

INFORMATION TO OFFERORS

1. **RFPP TIMETABLE**

   The anticipated schedule for the RFPP is as follows:

   RFP/Q Available .... **November 13, 2014**

   Pre-bid Conference .... **Not Applicable on this RFP**

   Submittal deadline .... **12:00 P.M. ET, Wednesday, November 26, 2014**

2. **PROPOSAL SUBMISSION:**

   Proposal submission **must** contain **Eight (8)** hard copies of the entire proposal which must be received by **12:00 P.M. ET, November 26, 2014.** Proposals must be submitted in a sealed envelope or container stating on the outside, the vendor's name, address, telephone number, and labeled **"WEBSITE REDESIGN"** to:

   The Jefferson County Board of Commissioners
   217 E Broad Street
   Louisville, GA 30434

   Hand delivered copies may be delivered to the above address ONLY between the hours of 8:00 a.m. and 5:00 p.m. ET, Monday through Friday, excluding holidays observed by the Jefferson County Board of Commissioners.

   Vendors are responsible for informing any commercial delivery service, if used, of all delivery requirements and for ensuring that the **required address and envelope information appears on the outer wrapper or envelope** used by such service.

   The Submittal must be signed by a company officer who is legally authorized to enter into a contractual relationship in the name of the vendor.

3. **WITHDRAWAL OF PROPOSAL**

   Any vendor may withdraw his proposal before expiration of the time during which proposals may be submitted without prejudice to the vendor, by submitting a written request of withdrawal to the Board of Commissioners.

4. **LATE SUBMITTAL, LATE MODIFICATIONS AND LATE WITHDRAWALS**

Submittals received after the due date and time will not be considered. Modifications received after the due date will not be considered. The Jefferson County Board of Commissioners assumes no responsibility for the premature opening of a proposal not properly addressed and identified, and/or delivered to the proper designation.

5. **REJECTION OF PROPOSALS**

The Jefferson County Board of Commissioners may reject any and all proposals and reserves the right to waive any irregularities or informalities in any proposal or in the submittal procedure. Submittals received after said time or at any place other than the time and place as stated in the notice will not be considered.

6. **MINIMUM PROPOSAL ACCEPTANCE PERIOD**

Proposals shall be valid and may not be withdrawn for a period of 60 days from the date specified for receipt of proposals.

7. **AWARD OF CONTRACT**

Award will be made to the responsible vendor whose proposal represents the best value after evaluation in accordance with the factors listed within. The Jefferson County Board of Commissioners may reject any or all proposals if such action is in the interest of Jefferson County.

8. **NON-COLLUSION AFFIDAVIT**

By submitting a proposal, the vendor represents and warrants that such proposal is genuine and not a sham or collusive or made in the interest or in behalf of any person not therein named and that the vendor has not directly or indirectly induced or solicited any other vendor to put in a sham proposal, or any other person, firm or corporation to refrain from submitting and that the vendor has not in any manner sought by collusion to secure to that vendor any advantage over any other vendor.

By submitting a proposal, the vendor represents and warrants that no official or employee of the Jefferson County Board of Commissioners has, in any manner, an interest, directly or indirectly in the proposal or in the contract which may be made under it, or in any expected profits to arise there from.

9. **HOLD HARMLESS AND INDEMNIFICATION**

The vendor agrees, insofar as it legally may, to indemnify and hold harmless The Jefferson County Board of Commissioners, its officers, employees and agents from and against all loss, costs, expenses, including attorneys' fees, claims, suits and judgments, whatsoever in connection with injury to or death of any person or persons or loss of or damage to property resulting from any and all operations performed by vendor, its officers, employees, and agents under any of the terms of this contract.

10. COST INCURRED BY OFFERORS

     All expenses involved with the preparation and submission of the proposal to the Jefferson County Board of Commissioners, or any work performed in connection therewith is the responsibility of the vendor.

11. NOTICE OF PRICE COMPARISON:

     The Jefferson County Board of Commissioners will compare the price and performance offered under this solicitation with the State of Georgia contract to determine whether the price and performance offered under this solicitation or by the State contract is more economical. After completion of proposal evaluation, if price and performance under the State contract is determined to be more economical, this solicitation will be canceled and purchase will be made under the State contract.

12. ALTERNATE PROPOSALS

     Alternate proposals or proposals that deviate substantively from the requirements of this solicitation will not be considered. Vendor shall not insert in their proposal any written statement which will have the effect of making any material change or changes in the Technical Specifications or in any contract between the parties covering subject matter thereof.

13. BRAND NAME OR EQUAL

     (A) The item in the Price Proposal is identified as "brand name or equal," the Technical Specifications reflect the physical and performance characteristics and level of quality that will satisfy the Department's needs. (B) To be considered for award, offers of "equal" products, including "equal" products of the brand name manufacturer, must- (1) Meet the salient physical, functional, or performance characteristic specified in the technical specifications; (2) Clearly identify the item by- (i) Brand name, if any; and (ii) Make or model number; and (3) *Include descriptive literature* such as illustrations or drawings. (c) The Jefferson County Board of Commissioners will evaluate "equal" products on the basis of information furnished by the vendor.

14. CERTIFICATE OF INSURANCE.

     Professional Liability Insurance - the professional shall procure and maintain during coverage in the amount not less than $1,000,000.00.

     The insurance company must be licensed to do business in the state of Georgia.

     The professional shall furnish to Jefferson County, a certificate of insurance covering the work as required above as evidence that the insurance required will be maintained in force for the entire duration of the work performed under this agreement.

15. TAXES.

     Contractor will be provided with the Jefferson County Board of Commissioners Sales and Use Tax Certificate of Exemption number upon request.

SCOPE OF WORK AND GOALS

The scope of this project will be to redesign the Jefferson County Web site (www.jeffersoncountyga.gov) to create a comprehensive content management system and to train appropriate staff to use the content management system. The objective is to create a Web site that is user-friendly for residents and county employees.

As a public entity, the programs, services, and activities provided by Jefferson County must be accessible to people with disabilities in accordance with the Americans with Disabilities Act. Additionally, the Web site should be accessible to users with various levels of technological experience and computer capabilities. Audiences served by the Jefferson County Government Web site include residents, businesses, potential visitors and residents, shoppers, government employees, vendors, job seekers, press/media, community organizations, and students.

Goals:
- Develop content structure based upon the needs of Jefferson County Government
- Organize content using logical pathways that mirror user task and allow for clear navigation and maximum search ability
- Allow for real-time updating, flexibility in design and sensible workflow
- Enable departments to easily update and manage content
- Provide for high-speed upload/download response times for both low and high speed computers that are used by the average citizen
- Support delivery of web content to mobile devices, and ability to update the site via Smartphone
- Provide a solid technology Web platform upon which to build future services
- Develop a simple, consistent theme and design throughout the site
- Implement mechanisms for user feedback
- Optimize for search engines
- Include document management and archiving capability
- Monitor meaningful metrics to determine whether the site is achieving objectives
- Compatible with multiple browsers including, but not limited to Internet Explorer, Mozilla Firefox, Safari.
- Complete redesign, programming, testing, and implementation of new Web site will be completed by the agreed upon date after kick-off meeting to Awarded Vendor.

QUESTIONNAIRE

Please answer the following questions as a main response to this Request for Qualifications. Please answer questions as thoroughly as possible or indicate "Not Applicable." Please DO NOT modify this questionnaire. Modifying the order, format, or other aspects of this questionnaire can be grounds for disqualification of the proposal.

I. Posting Content

A. Web-Based Interface
1. Does the Solution use a web-based content contribution interface? If so, please describe/illustrate this interface. If not, please describe the alternate interface approach.

B. WYSIWYG Editor
1. Is a rich text/WYSIWYG editor included with the Solution providing an easy interface for non-technical users, similar to Microsoft Word? If so, please describe in detail, addressing how the editor manages HTML tags, tables, links, images, spellchecking and other features.

C. Page Type Overview
1. Describe how page types are handled by the Solution.

2. Can unlimited numbers of pages be added to a site from anywhere in the site?

3. Can custom page types be added to the Solution?

4. How flexible is this page in its display of content?

5. Can images, links, and other similar items be easily included on the page?

6. Can users copy and paste content directly onto the page? Is Microsoft Word content pasted differently?

D. Links and Link Checking
1. Describe the Solution's ability to verify internal and external links, including the ability to schedule link checks.

2. Does the Solution allow for a disclaimer before visitors are transferred to an external site?

E. Rotating Content
1. Can areas be designated for content to rotate randomly and/or based on time?

II. Managing Content

A. Page History/Archive
1. As pages are updated, are existing versions automatically archived?

2. Does the Solution generate and update trails of content?

B. Roll Back and Restore
    1. Describe the Solution's version control of content and rollback to the previous versions of content and documents/pages.

C. Scheduling
    1. Describe the Solution's ability to schedule publishing or deletion/archive of content based on date, time or approval, etc.

    2. Describe how the Solution assigns expiration dates and handles expired pages (automatic e-mail notifications, link updates, removal of expired pages, follow up tasks, etc.).

D. Navigation
    1. Describe the ability of users to create new menus.

    2. Describe the ability of users to move or change the placement of menus.

    3. Describe the approval process/workflow for menu creation.

    4. Is a 'location bar' or 'breadcrumb' listing of how the visitor navigated to the page or the page's location automatically created and maintained by the application on every page of content?

E. Metadata
    1. Describe the Solution's metadata tools.

    2. Do these tools include the ability to add, change, and manage metadata for all content?

F. Content Administration
    1. Can content live in multiple areas or be referenced in multiple areas?

G. Templates
    1. Can site design and layout be controlled by the use of templates?

    2. Describe this system and the extent of its features to control the look and feel of the site.

    3. Can the coding and images of the template can be directly modified by the client?

III. Site Administration

A. User and Group Manager
    1. How are users created and managed centrally?

    2. Can users with different access rights be created?

    3. Do administrators have direct access to the Web sites and content?

4. Can groups of users with different access rights be created and managed centrally?

B. Approval / Workflow
1. Is Web publishing handled through multiple levels of approval, ensuring content is always reviewed and approved before going live on the Web site?

3. Does the Solution automatically trigger notification to everyone who needs to see a document before it is posted to the production site?

C. Image, Document, and Multimedia Files
1. Does the Solution include an image, document, and multimedia file management library or libraries?

2. Describe how site administrators manage digital assets. What file types are supported?

3. Does the Solution allow for a secure FTP site for large file transfers between the government and its customers?

D. Reports
1. Describe all reporting management features and tools included in the Solution.

E. Site / URLs
1. Describe the Solution's ability to generate clean (friendly) URLs.

2. Describe the Solution's ability to generate bookmarks and printable URLs.

F. Data Export
1. Describe the Solution's ability and process to export Web content/data.

G. Multi-Site Functionality
1. Does the Solution include the capability to create, edit, and support multiple Web sites from a single version of the software?

2. Does the Solution support an Intranet site in addition to the external site?

3. How do site administrators manage multiple sites?

4. Are users, groups, workflows and digital assets shared amongst multiple sites?

H. Security
1. How does the Solution ensure the privacy, security, and integrity of the information accessed through the Web site?

IV. Features

A. Site Map
1. Does the Solution automatically generate a site map?

2. Can the site map be edited or controlled?

3. Does the Solution automatically update a site map?

B. Search Tools
1. Does the Solution include a search engine?

2. What items are searched (page content, documents, image tags, calendar, etc.)?

3. Can external search engines index the site created by the Solution?

4. Can the Solution allow users to associate particular content with certain search terms or keywords?

C. E-mail Broadcast
1. Does the Solution include an e-mail broadcast tool that allows visitors to join e-mail lists based on areas of interest? If so, describe this functionality in detail include subscribe/unsubscribe options, user list management, error messages/e-mail bouncing, ease of creation of lists, limits on the number of lists, input fields required of users, logging or tracking tools etc.

D. Forms
1. Does the Solution allow forms to be easily added and created within the Web site? If so, describe how a form is created and displayed.

2. Are there limits on the number of forms, types of questions, and number of questions that can be used?

3. How are responses for these items tracked, saved, and sent?

4. Can results be easily saved or downloaded from the site?

5. Describe response spam protection processes.

E. Surveys/ Polls
1. Does the Solution allow for surveys/ polls to be easily added and created within the Web site? If so, describe how surveys/polls are created and displayed.

2. Are there limits on the number of surveys/polls, types of questions, and number of questions that can be used?

3. How are responses tracked, saved, and sent?

4. Can results be easily saved or downloaded from the site?

5. Describe response spam protection processes.

F. Calendar
    1. Does the Solution include a date-driven page type such as a calendar? If so, describe this functionality in detail.

    2. Does the page allow items to be scheduled in advance for publishing?

    3. What fields can the user input for a Calendar item?

    4. Does the calendar include content categorization and tagging?

    5. Can the calendar list repeat events? How is the repetition scheduled?

G. Share Capabilities
    1. Does the Solution allow pages to be e-mailed and otherwise shared with others?

    2. Can links to content be shared?

H. RSS Feeds
    1. Does the Solution include built-in RSS feed capabilities?

    2. Describe how content is designated for RSS and which type of content can be designated (page content, calendar listings, etc.).

    3. Can the code of RSS feeds be edited?

I. Contact Capabilities
    1. Can the Solution allow for centralized contact forms for routing based on services needed?

V. Web Site Design

A. Creative Process
    1. What process would you follow in designing a new site or redesigning the look of an existing site?

    2. What process would you follow to implement a site design/redesign?

    3. How is an effective site navigation structure addressed?

B. Compatibility/Accessibility
 1. How would you tie the design of a new Web site into a brand identity initiative or other existing design standards?

 2. Does the design maximize the ability of third-party search engines (i.e. Google or Yahoo) to index and categorize the site?

 3. What Web browsers (including specific versions) does the Solution support, both for the content provider and the site visitor?

 4. Describe the Solution's ability to create printer-friendly versions of the Web pages.

 5. Describe the Solution's ability to create mobile-friendly versions of the Web pages.

 6. Describe how the Solution meets accessibility guidelines and which guidelines it follows.

VI. Implementation Process

The selected vendor will work closely with the IT Director, County Administrator, departments and elected officials to transfer content from the current site, add new content as directed and redevelop it for the new site.
 A. Methodology
 1. Does the supplier offer a formal implementation methodology to accompany the Solution?

 2. What are the phases of this process? Please describe in detail.

 3. Clearly outline any additional costs associated with these services.

 B. Documentation
 1. What documentation (i.e. technical manuals, user guides, installation guides etc.) is included with the Solution?

 C. Ownership
 1. Will ownership of the design of the Web site and all content be transferred to Jefferson County Government upon completion of the project?

 D. Content Migration
 1. Will the supplier assist with content, data, and design migration from an existing Web site or Web pages?

 2. Clearly outline any costs associated with these services.

 E. Application Customization
 1. How is the customer's potential need for Solution customizations addressed during the Solution implementation?

2. How are needs related to integration with back-end systems and existing databases handled?

3. Clearly outline any costs associated with these services.

F. Change Requests
    1. How are change requests handled if the client needs to change the requirements of the project, based upon changing service priorities?

G. Installation Process
    1. Describe the installation process or options for the Solution.

    2. Clearly outline any costs associated with these services.

H. Hosting Options
    1. What options exist for hosting the installed Solution (i.e. with supplier, in-house, at a third party)?

    2. Clearly outline any costs associated with these services.

    3. For supplier- and third party-hosting options, describe any functionality benefits, backup and/or redundancy capabilities, and uptime guarantees

I. Team Members
    1. Please describe a typical Solution project implementation team.

    2. Include resumes of relevant individuals for each role within the implementation team.

J. Timeline
    1. Please provide a sample project timeline, including relevant milestones for a typical project.

VII. Training & Knowledge Transfer

A. Education
    1. How is the need for education and training addressed during the Solution implementation process?

    2. How is education and training addressed on an ongoing basis? Please fully describe any costs associated with training.

    3. How is training offered (in person, online, on-demand online, etc.)?

    4. Who does the training?

5. Describe any training appropriate for
- site administrators or managers
- system administrators or developers
- Web designers or template creators
- non-technical content authors or administrators

6. Clearly outline any costs associated with these services.

VIII. Service, Support, Upgrade and Warrantees

A. Warranty
1. Describe the Solution warranty duration as well as terms and conditions. Please attach a copy of the warranty to your response, if appropriate.

B. Service / Support Plan
1. Is a service/support plan available with the Solution? If so, please describe.

2. Describe the response times, as well as the client contact options, associated with the plan. Please note any additional costs related to this.

3. What is the process for reporting an issue or bug in the Solution?

C. Upgrade Plan
1. Is there an upgrade plan associated with the Solution? If so, please describe.

2. How often are major/minor releases?

3. What level and type of support will be provided in the installation of upgrades, major, and minor releases? Please note any additional costs related to this.

IX. Hardware & Software

A. Hardware Requirements
1. What are the Solution's minimum, recommended, and enhanced server hardware requirements? Please address processor, memory, disk space, etc.

B. Software Requirements
1. What are the Solution's minimum, recommended, and enhanced server software requirements? Please address operating systems, database systems, mail systems, etc.

C. Workstation Requirements
1. What are the Solution's recommended workstation hardware and software requirements?

D. Additional Software Requirements
1. Does the Solution require any additional workstation software to be installed?

E. Third Party Applications
    1. Are any third party applications used with or within the Solution?

    2. If so, describe and outline any costs and/or hardware and software ramifications.

    3. Is the Solution based on open-source platform or custom, proprietary software?

    4. What server-side scripting/programming language does the Solution use, support, and allow? For example, ASP, PHP, ColdFusion, .NET, etc.

    5. Does the Solution allow for use of third party applications such as Flash, social media, etc.?

    6. Jefferson County is currently using the following services/features. Proposals should address compatibility with the following:
- Parcel lookup through Q-public
- Property Taxing information currently housed through Sturgis Web
- Traffic Citation Management and Payment currently housed through
  http://citationspay.com/jefferson/
- Sex Offender Registry lookup currently housed through
  http://jeffersoncoga.sexoffenderindex.com/

X. Pricing

Please include detailed pricing for a Content Management System with as much break down as possible to differentiate between a base system and additional/optional features that can be added either initially or as budgets and needs arise. Include your firm's procedures for controlling project time and cost during the design and implementation phase. Also, costs associated with long-term management of the Web site should be clearly defined.

Examples of detailed cost considerations important for this project include:
- Hardware
- Software
- Project Management
- Design
- Consulting
- Content Migration
- Customized Development
- Hosting
- Ongoing maintenance costs
- Training
- Installation & Configuration
- Add-on modules not part of base system
- Hourly rates for custom updates
- Detail costs for any other relevant items not listed above.

Consideration will be focused on companies that are willing to develop creative and effective ways of lowering costs while still meeting the goals outlined in this document. Proposed costs should be listed by phase and task. The county reserves the right to request a specific breakdown of items costs within each task. Costs shall be inclusive, with printing, copying, postage, deliveries, travel and all other categories included but the county will consider additional allowance for copying, postage and deliveries.